Cohn & Wolfe

June 21, 1995

Ms. Susan Benson
Deputy Managing Editor
Cosmopolitan

Dear Susan:

How do women really feel about relationships and the men in their lives?

Acting as a historical and social chronicler of the times, The Virginia Slims Opinion Poll has been asking women that question, and many more about their lives for 25 years. The Slims Poll is a sensitive barometer of social change, recording passages in the life of the American woman that are both dramatic and profound. As we mark the 25th anniversary of the Virginia Slims Opinion Poll, the data reveals a startling and complex portrait of the American woman.

A sampling of what women have to say about men and relationships in the 1995 Virginia Slims Opinion Poll -- provided to you at this time on a confidential basis:

- 69% of women think most men are confused about what women expect of them nowadays
- More than half of women feel men are basically self-centered
- Husbands, or the man in their life, **finished fourth** -- behind children, friends, and the role as mother, when asked what they find most satisfying in their lives.
- A majority of women in 1995 say they are treated with more respect than they were 10 years ago. This is significantly higher than the 35% who felt this way in 1970.
- 8 in 10 American women believe that "**regardless of changes that may have occurred, women still face more restrictions in life than men do.**"

These revealing statistics from the Poll regarding men and relationships are available to *Cosmopolitan* on a **preferred editorial basis** -- upon agreement, we would release this segment of the findings to you first, so that *Cosmo* could use the information before any other magazine. We think it will prove to be potent and provocative editorial. We hope you will agree.

I will give you a call immediately to discuss the Poll. Many thanks, in advance, for your interest.

Sincerely,

Judy Tenzer

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